

**IN THE CLAIMS:**

**Claim 1 (currently amended)** A method of providing a content, characterized in that:

when a content is transmitted to a user, an electronic water mark for preventing execution of said content is embedded in said content and at least information associated with the user, to whom said content is to be transmitted, is added to said content; and

when said content is executed, said information associated with the user who has received said content is checked at both transmitting and receiving ends, and the execution of said content is allowed by removal of said electronic water mark if and only if the result of the checking indicates that said content is an authorized content.

**Claim 2 (currently amended)** A content providing server, characterized in that;

when a content is transmitted to a user, said content providing server embeds an electronic water mark for preventing execution of said content in said content and adds at least information associated with the user to whom said content is to be transmitted to said content; and

when said content is executed, said content providing server checks said information associated with the user to whom said content has been transmitted, and gives to the user permission to execute said content by removal of said electronic water mark if and only if the result of the checking indicates that said content is an authorized content.

**Claim 3 (currently amended)** A client terminal for use in a content providing infrastructure, characterized in that;

said client terminal stores a content in which an embedded electronic watermark for preventing execution of said content is embedded and to which at least information associated with a user is added; and

when said content is executed, said content is executed by removal of said electronic water mark in accordance with information which allows said content to be executed and which is supplied from a content supplying server if and only if said information associated with the user to whom said content has been provided indicates that said content is an authorized content.

**Claim 4 (currently amended)** A content providing system comprising:

a content provider including a content server which stores plural kinds of digital contents and also including in which information associated with a user is registered;

at least one user terminal; and

a network for connecting said at least one user terminal to said content provider, wherein:

said content provider includes a user database for registering, in advance, information associated with a user received from said at least one user terminal;

when said content provider receives from a user terminal a request for providing a particular content, said content provider requests said user terminal to resend the information associated with said user and transmits the requested content combined with said information associated with said user after checking that said information associated with said user is consistent with the information registered in said user database;

when the content transmitted from said content provider is executed at said user terminal, said user terminal checks whether the information associated with said user included in the content is consistent with the information stored in the user terminal; and

in accordance with the result of the checking performed at said user terminal, said content provider determines whether to transmit a content execution permission command to said user terminal;

wherein:said content provider further includes encryption means for encrypting the information associated with a user and embedding an electronic watermark in said content for preventing execution of said content, and, when said content provider receives from a user terminal a request for providing a particular content, said content provider transmits the requested content after combining the requested content with the information associated with said user and with the electronic watermark; and

wherein said content execution permission command transmitted from said content provider serves to remove said electronic watermark for allowing execution of said content.

**Claim 5 (currently amended)** A content providing system comprising:

a content provider including a content server which stores plural kinds of digital contents and also including a user database in which information associated with a user is registered;

at least one user terminal;

a network for connecting said at least one user terminal to said content provider, wherein said content provider includes a user database for registering, in advance, information associated with a user received from said at least one user terminal;

when said content provider receives from a user terminal a request for providing a particular content, said content provider requests said user terminal to resend the information associated with said user and transmits the requested content combined with said information associated with said user after checking that said information associated with said user is consistent with the information registered in said user database; and

when said content provided by said content provider is executed, said content provider requests said user terminal to resend the information associated with said user, checks whether the information associated with said user resent from said user terminal is consistent with the information registered in said user database, and then determines, in accordance with the result of the checking, whether to transmit a content execution permission command to said user terminal;

wherein: said content provider further includes encryption means for encrypting the information associated with a user and embedding an electronic watermark in said content for preventing execution of said content, and, when said content provider receives from a user terminal a request for providing a particular content, said content provider transmits the requested content after combining the requested content with the information associated with said user and with the electronic watermark; and

wherein said content execution permission command transmitted from said content provider serves to remove said electronic watermark for allowing execution of said content.

**Claim 6 (original)** A content providing system according to one of Claims 4 and 5, wherein said information associated with the user includes at least a user name, a password, and a device ID uniquely assigned to a device of said user.

**Claim 7 (original)** A content providing system according to one of Claims 4 and 5, wherein:

when the information associated with a user received from a user terminal is registered, in advance, in the user database of said content provider, said content provider transmits to said user a card on which a card ID is stored; and

said information associated with the user includes at least a user name, a password, a device ID uniquely assigned to a device of said user, and said card ID.

**Claim 8 (canceled)**

**Claim 9 (currently amended)** A content provider connected to at least one user terminal via a network, said content provider comprising:

a content server which stores plural kinds of digital contents; and

a user database for registering, in advance, information associated with a user received from said at least one user terminal, wherein:

when said content provider receives from a user terminal a request for providing a particular content, said content provider requests said user terminal to resend the information associated with said user and transmits the requested content combined with said information associated with said user after checking that said information associated with said user is consistent with the information registered in said user database; and

when the content transmitted from said content provider is executed, checking is performed as to whether the information associated with said user included in said content is consistent with the information stored in the user terminal, and said content provider determines, in accordance with the result of the checking, whether to transmit a content execution permission command to said user terminal;

wherein:said content provider further includes encryption means for encrypting the information associated with a user and embedding an electronic watermark in said content for preventing execution of said content, and, when said content provider receives from a user terminal a request for providing a particular content, said content provider transmits the

requested content after combining the requested content with the information associated with said user and with the electronic watermark; and

wherein said content execution permission command transmitted from said content provider serves to remove said electronic watermark for allowing execution of said content.

**Claim 10 (currently amended)** A content provider connected to at least one user terminal via a network, said content provider comprising:

a content server which stores plural kinds of digital contents; and

a user database for registering, in advance, information associated with a user received from said at least one user terminal, wherein:

when said content provider receives from a user terminal a request for providing a particular content, said content provider requests said user terminal to resend the information associated with said user and transmits the requested content combined with said information associated with said user after checking that said information associated with said user is consistent with the information registered in said user database; and

when said content transmitted from said content provider is executed, said content provider requests said user terminal to resend the information associated with said user, checks whether the information associated with said user resent from said user terminal is consistent with the information registered in said user database, and then determines, in accordance with the result of the checking, whether to transmit a content execution permission command to said user terminal;

wherein: said content provider further includes encryption means for encrypting the information associated with a user and embedding an electronic watermark in said content for preventing execution of said content, and, when said content provider receives from a user

terminal a request for providing a particular content, said content provider transmits the requested content after combining the requested content with the information associated with said user and with the electronic watermark; and

wherein said content execution permission command transmitted from said content provider serves to remove said electronic watermark for allowing execution of said content.

**Claim 11 (original)** A content providing system according to one of Claims 9 and 10, wherein said information associated with the user includes at least a user name, a password, and a device ID uniquely assigned to a device of said user.

**Claim 12 (original)** A content providing system according to one of Claims 9 and 10, wherein:

when the information associated with a user received from a user terminal is registered, in advance, in the user database of said content provider, said content provider transmits to said user a card on which a card ID is stored; and

said information associated with the user includes at least a user name, a password, a device ID uniquely assigned to a device of said user, and said card ID.

**Claim 13 (canceled)**

**Claim 14 (currently amended)** A content providing method for use in a content providing system comprising a content provider including a content server which stores plural kinds of digital contents, at least one user terminal, and a network for connecting said at least one user terminal to said content provider, said content providing method comprising:

a step of registering, in advance, information associated with a user received from at least one user terminal in a user database of said content provider;

a step in which when said content provider receives from a user terminal a request for providing a particular content, said content provider requests said user terminal to resend the information associated with said user and transmits the requested content combined with said information associated with said user after checking that said information associated with said user is consistent with the information registered in said user database;

a step in which when the content transmitted from said content provider is executed at said user terminal, said user terminal checks whether the information associated with said user included in the content is consistent with the information stored in the user terminal; and

a step in which, in accordance with the result of the checking performed at said user terminal, said content provider determines whether to transmit a content execution permission command to said user terminal, said content execution permission command including key information for removing an embedded electronic water mark from the content, said embedded electronic water mark operating to prevent execution of the content.

**Claim 15 (currently amended)** A content providing method for use in a content providing system comprising a content provider including a content server which stores plural kinds of digital contents, at least one user terminal, and a network for connecting said at least one user terminal to said content provider, said content providing method comprising:

a step of registering, in advance, information associated with a user received from said at least one user terminal in a user database of said content provider;

a step in which when said content provider receives from a user terminal a request for providing a particular content, said content provider requests said user terminal to resend the

information associated with said user and transmits the requested content combined with said information associated with said user after checking that said information associated with said user is consistent with the information registered in said user database; and

a step in which when said content transmitted from said content provider is executed, said content provider requests said user terminal to resend the information associated with said user and transmits a content execution permission command to said user terminal after checking that the information associated with said user resent from said user terminal is consistent with the information registered in said user database, said content execution permission command including key information for removing an embedded electronic water mark from said content, said embedded electronic water mark operating to prevent execution of the content.